A research model for information quality in social media

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As a new field of study, there is serious lack of theory in social media and its impact on user behavior. Particularly, unlike organizational information systems, the source of information in social media could come from anywhere and anybody, therefore, there is lack of information quality assurance in social media. Therefore, there is a need of study in understanding information quality in social media. Including identifying factors that influence social media users' perceptions of information quality; investigate the relationship between the user's perception of information quality and their perceived usefulness of that information. Last, but not least, exam whether quality and usefulness of information would have impact on social media users' behavior. This study is attempting to address the above mentioned questions by developing a research framework for information quality in social media.